WHAT IS CLAIMED IS:

1   1.   A computer based method for analyzing data contained in at least
2 one of a plurality of data sources of an enterprise, said method comprising:
3   providing a model for said at least one of a plurality of data sources of said
4 enterprise;
5   forming a data organization for said model;
6   creating a database having said data organization;
7   translating data from said at least one of a plurality of data sources to said
8 data organization, to form a plurality of translated data;
9   incorporating said translated data into said database; and
10   performing analysis on said translated data in said database, wherein said
11 data organization comprises at least one of a plurality of data, said data comprising:
12   (a) at least one identity element; and
13   (b) at least one attribute element, wherein said identity element and
14 said attribute element have at least one of a plurality of relationships between one
15 another.

1   2.   The method of claim 1 wherein said model further comprises:
2   a focal group, said focal group comprising:
3   at least one of a plurality of classification components; and
4   at least one of a plurality of core components; and
5   a customized group, said customized group comprising:
6   at least one of a plurality of customer activity components; and
7   at least one of a plurality of activity lookup components;
8   wherein said customized group has at least one of a plurality of
9 relationships with said focal group.

1   3.   The method of claim 2 wherein said classification components
2 comprises customers' categorization of information related to business processes.

1   4.   The method of claim 2 wherein said activity components comprises
2 business transactions.

1   5.   The method of claim 2 wherein said activity components comprises
2   business events.

1   6.   The method of claim 2 wherein said activity components comprises
2   business activities.

1   7.   The method of claim 2 wherein said activity components comprises
2   business measures.

1   8.   The method of claim 2 wherein said activity lookup components
2   comprises reference information for customers' business transactions.

1   9.   The method of claim 2 wherein said activity lookup components
2   comprises reference information for customers' business events.

1   10.   The method of claim 2 wherein said activity lookup components
2   comprises reference information for customers' business activities.

1   11.   The method of claim 2 wherein said activity lookup components
2   comprises reference information for customers' business measures.

1   12.   The method of claim 1 wherein said data organization further
2   comprises at least one of a plurality of core components, said core components
3   comprising:
4   a customer identifier; and
5   at least one of a plurality of classification components, wherein said
6   classification components has at least one of a plurality of relationships with said core
7   components.

1   13.   The method of claim 12 wherein said core components further
2   comprises an account identifier.

1   14.   The method of claim 12 wherein said classification components
2   comprises a sales channel.

1   15   The method of claim 12 wherein said classification components
2   comprises a customer region.

16. The method of claim 12 wherein said classification components comprises a customer profile.

17. The method of claim 12 wherein said classification components comprises a demographic profile.

18. The method of claim 1 wherein said enterprise comprises a business.

19. The method of claim 1 wherein said data comprises telecommunications information.

20. The method of claim 1 wherein said data comprises financial information.

21. The method of claim 1 wherein said data comprises retail marketing information.

22. The method of claim 1 wherein said data comprises insurance information.

23. The method of claim 1 wherein said data comprises health care information.

24. A computer based method for performing customer analysis of contents of at least one of a plurality of data sources, said method comprising:

selecting a template from a plurality of pre-defined ones, said templates embodying a plurality of characteristics of a business;

selecting at least one of a plurality of customer entities from a plurality of pre-defined ones to form a focal group of customer entities, said selecting based upon said template;

defining at least one of a plurality of customer transaction entities and at least one of a plurality of attributes of said customer transaction entities to form a customized group of customer activity components;

11   defining at least one of a plurality of customer event types in said customer

12   activity components, wherein said customer event types comprise attributes of said

13   customer transaction entities in said customer activity components;

14   selecting at least one of a plurality of data tables and at least one of a

15   plurality of attributes of said data tables to form a data schema, wherein said data schema

16   is a reverse star data schema;

17   determining at least one of a plurality of attributes based on data types of

18   tables of said data source;

19   determining for said attributes at least one of a plurality of primary keys;

20   creating a data warehouse database from said data schema;

21   creating at least one of a plurality of data mapping rules, said mapping

22   rules providing translation information for tables and attributes of said data sources to

23   said data warehouse.

1   25.   The method of claim 24 further comprising defining for said

2   attributes at least one of a plurality of foreign keys.

1   26.   The method of claim 24 further comprising:

2   defining application-specific entities for said customer activity

3   components.

1   27.   The method of claim 26 further comprising:

2   defining at least one of a plurality of attributes for said application-specific

3   entities.

1   28.   The method of claim 24 wherein said deriving said data types is

2   performed automatically.

1   29.   The method of claim 28 further comprising:

2   providing to users the capability to make changes to said data types if they

3   choose not to use the automatically derived ones.

1   30.   A method for integrating customer data analysis tools with at least

2   one of a plurality of database systems, said method comprising:

3   installing a data warehouse database, said database having a reverse star

4   schema data model, said reverse star schema mapping to data in said at least one of a

5   plurality of database systems;

6   performing customer data analysis using said data warehouse database.

1   31.   The method of claim 30 wherein said customer data analysis

2   comprises customer purchasing behavior analysis.

1   32.   The method of claim 30 wherein said customer data analysis

2   comprises customer market segmentation analysis.

1   33.   The method of claim 30 wherein said customer data analysis

2   comprises customer valuation analysis.

1   34.   The method of claim 30 wherein said customer data analysis

2   comprises customer churn analysis.